

**AMENDMENTSTOTHECLAIMS**

Please amend the claims of the present application as set forth below.

Claims 1-8 (Canceled)

9. (New) A computer-based method for presenting one or more promotions, comprising:
- receiving, in a computing system, a signal identifying a first product associated with an order;
  - associating a first product identifier with the first product;
  - presenting, via a user interface, one or more promotions when one or more promotions for at least a second product are associated with the first product identifier.
10. (New) The method of claim 9, wherein presenting, via a user interface, one or more promotions comprises determining, based on the first product identifier, whether one or more promotions for at least a second product are associated with the first product identifier.
11. (New) The method of claim 10, wherein determining, based on the first product identifier, whether one or more promotions for at least a second product are associated with the first product identifier comprises comparing the first product identifier with a list of product identifiers associated with promotional offers.
12. (New) The method of claim 9, wherein a promotion is associated with a combination of one or more product identifiers.
13. (New) The method of claim 9, further comprising presenting one or more replacement products in the user interface.

14. (New) The method of claim 9, further comprising receiving, in the computing system, a signal requesting processing for one or more promotions.

15. (New) The method of claim 14, further comprising replacing the first product with the second product when a replacement promotion is selected.

16. (New) The method of claim 14, further comprising adding another product to the order when an enhancement promotion is selected.

17. (New) A computer program product comprising logic instructions stored on a computer-readable medium which, when executed, configure a processor to:

- present one or more products via a user interface;
- receive a signal identifying a first product associated with an order;
- associate a first product identifier with the first product;
- present, via the user interface, one or more promotions when one or more promotions for at least a second product are associated with the first product identifier.

18. (New) The computer program product of claim 17, further comprising logic instructions which, when executed, configure the processor to determine, based on the first product identifier, whether one or more promotions for at least a second product are associated with the first product identifier.

19. (New) The computer program product of claim 18, further comprising logic instructions which, when executed, configure the processor to compare the first product identifier with a list of product identifiers associated with promotional offers.

20. (New) The computer program product of claim 17, further comprising logic instructions which, when executed, configure the processor to present one or more replacement products in the user interface.

21. (New) The computer program product of claim 17, further comprising logic instructions which, when executed, configure the processor to:

receive, in the computing system, a signal requesting processing for one or more promotions;

replace the first product with the second product when a replacement promotion is selected.

22. (New) The computer program product of claim 17, further comprising logic instructions which, when executed, configure the processor to:

receive, in the computing system, a signal requesting processing for one or more promotions; and

add another product to the order when an enhancement promotion is selected.

23. (New) A computer-based method of delivering a promotional offer to a consumer, comprising:

storing criteria for a promotional offer in a computer-readable memory;

receiving, in a computing system, a signal identifying a first product associated with a consumer order;

comparing a first product identifier associated with the first product with the criteria for a promotional offer; and

presenting a promotional offer in a user interface when the first product identifier corresponds to a criteria for a promotional offer.

24. (New) The method of claim 23, wherein storing criteria for a promotional offer in a computer-readable memory comprises associating the first product identifier with one or more promotional codes.

25. (New) The method of claim 23, further comprising:

receiving, in the computing system, a signal requesting processing for one or more promotions;

replacing the first product with the second product when a replacement promotion is selected; and

adding another product to the order when an enhancement promotion is selected.

26. (New) A computer program product comprising logic instructions stored on a computer-readable medium which, when executed, configure a processor to:

store criteria for a promotional offer in a computer-readable memory;

receive, in a computing system, a signal identifying a first product associated with a consumer order;

compare a first product identifier associated with the first product with the criteria for a promotional offer; and

present a promotional offer in a user interface when the first product identifier corresponds to a criteria for a promotional offer.

27. (New) The computer program product of claim 26, further comprising logic instructions which, when executed, configure the processor to associate a product identifier with one or more promotional codes.

28. (New) The computer program product of claim 26, further comprising logic instructions which, when executed, configure the processor to:

receive, in the computing system, a signal requesting processing for one or more promotions;

replace the first product with the second product when a replacement promotion is selected; and

add another product to the order when an enhancement promotion is selected.